DETAILED ACTION

1.   This communication is responsive to Appeal Brief filed 06/09/2009, and a telephonic interview on 09/17/09.

Claims 1, 4, 5, 8-15, 18, 19, 22-28, 32-40 are pending in this application. Claims 2, 3, 6, 7, 16, 17, 20, 21, 29, 30, 31 were previously cancelled. Claims 1, 11, 15, 25 are independent claims.

EXAMINER'S AMENDMENT

2.   An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Applicant's representative, Mr. Mark J. McCarthy, on June 04, 2009.

Cancel claims 12, 26, 28, 35.

The application has been amended as follows:

IN THE CLAIMS:

1.   (Currently Amended) A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query,

wherein each item identifier is associated with an item offered

for sale and comprises information regarding the item;

selecting a first group of item identifiers from the plurality of item

identifiers, wherein the first group of item identifiers was

received from a vendor feed, the vendor feed comprising

information from at least one vendor offering one or more items

for sale;

selecting a second group of item identifiers from the plurality of item

identifiers, wherein the second group of item identifiers was

obtained by extraction of item identifiers from shopping

documents offering one or more items for sale, the shopping

documents not received directly from a vendor feed;

determining a degree of certainty that an item identifier has been

correctly associated with an item, wherein the degree of

certainty is based on a determination of accuracy of the

information received for each item, the accuracy determination

based at least in part on whether the information was received

from a vendor feed; and

generating an output to display ~~displaying~~ at least one item identifier

from the first group in a visually distinct way from at least one

item identifier from the second group.

2.　　　(Canceled).

3.　　　(Canceled).

4.　　　(Previously presented) The method of claim 1, wherein the extraction is performed at least in part by a template-based extraction method.

5.　　　(Previously presented) The method of claim 1, wherein the extraction is based at least in part on the search query.

6.　　　(Canceled).

7.　　　(Canceled).

8.　　　(Currently Amended) The method of claim 1, wherein generating an output to display ~~displaying the first group of item identifiers~~ comprises generating an output to display ~~displaying~~ a first list and ~~wherein displaying the second group of item identifiers comprises displaying~~ a second list, wherein the first list is visually separated from the second list when displayed.

9.　　　(Currently Amended) The method of claim 1, wherein generating an output to display ~~displaying the first group of item identifiers~~ comprises generating an output to display ~~displaying~~ a first grid and ~~wherein displaying the second group of item identifiers comprises displaying~~ a second grid, wherein the first grid is visually separated from the second grid when displayed.

10.   (Currently Amended) The method of claim 1, further comprising:

selecting a third group of item identifiers from the plurality of item

identifiers, wherein the third group of item identifiers was

obtained by a source different from direct receipt from a vendor

feed and extraction from shopping documents and

generating an output to display ~~displaying~~ at least one item identifier

from the third group in a visually distinct way from the at least

one item identifier from the first group and from the at least one

item identifier from the second group.

11.   (Currently Amended) A method, comprising:

receiving a search query;

identifying a plurality of item identifiers responsive to the search query,

wherein each item identifier is associated with an item offered

for sale and comprises information regarding the item;

selecting a first group of item identifiers from the plurality of item

identifiers;

determining a first degree of certainty that each item identifier from the

first group of item identifiers has been correctly associated with

a respective item, wherein the first degree of certainty is based

at least in part on a first method of obtaining the item identifiers

in the first group;

selecting a second group of item identifiers from the plurality of item

identifiers;

determining a second degree of certainty that each item identifier from

the second group of item identifiers has been correctly

associated with a respective item, wherein the second degree of

certainty is based at least in part on a second method of

obtaining the item identifiers in the second group, the second

method comprising extraction of item identifiers from shopping

documents offering one or more items for sale, the shopping

document not received directly from a vendor feed; and

generating an output to display displaying a representation of the first

degree of certainty[[,]] and a representation of the second

degree of certainty, and the representations comprising a

display of at least one item identifier from the first group in a

visually distinct way from at least one item identifier from the

second group.

12.   (Canceled)

13.   (Currently Amended) The method of claim [[12]] 11, wherein the

first method of obtaining the item identifiers in the first group comprises receiving

item identifier information from a vendor feed, the vendor feed comprising

information from at least one vendor offering one or more items for sale.

14.   (Currently Amended) The method of claim [[12]] 11, wherein the

~~second degree of certainty is based at least in part on a~~ second method of

obtaining the item identifiers~~, the second method comprising~~ comprises

extraction of item identifiers from shopping documents offering one or more items

for sale, the shopping documents not received directly from a vendor feed.

15.   (Currently Amended) A computer program product for outputting

item identifiers, comprising:

      a computer-readable storage medium; and

      computer program code, encoded on the computer-readable storage

          medium, for:

      receiving a search query;

      identifying a plurality of item identifiers responsive to the search

          query, wherein each item identifier is associated with an item

          offered for sale and comprises information regarding the

          item;

      selecting a first group of item identifiers from the plurality of item

          identifiers, wherein the first group of item identifiers was

          received from a vendor feed, the vendor feed comprising

          information from at least one vendor offering one or more

          items for sale;

      selecting a second group of item identifiers from the plurality of item

          identifiers, wherein the second group of item identifiers was

obtained by extraction of item identifiers from shopping

documents offering one or more items for sale, the shopping

documents not received directly from a vendor feed;

determining a degree of certainty that an item identifier has been

correctly associated with an item, wherein the degree of

certainty is based on a determination of accuracy of the

information received for each item, the accuracy

determination based at least in part on whether the

information was received from a vendor feed; and

generating an output to display ~~displaying~~ at least one item

identifier from the first group in a visually distinct way from at

least one item identifier from the second group.

16.   (Canceled).

17.   (Canceled).

18.   (Previously presented) The computer program product of claim 15,
wherein the extraction is performed at least in part by a template-based
extraction method.

19.   (Previously presented) The computer program product of claim 15,
wherein the extraction is based at least in part on the search query.

20.   (Canceled).

21.   (Canceled).

22.   (Currently Amended) The computer program product of claim 15,
wherein generating an output to display ~~displaying the first group of item~~
~~identifiers~~ comprises generating an output to display ~~displaying~~ a first list and
~~wherein displaying the second group of item identifiers comprises displaying~~ a
second list, wherein the first list is visually separated from the second list when
displayed.

23.   (Currently Amended) The computer program product of claim 15,
wherein generating an output to display ~~displaying the first group of item~~
~~identifiers~~ comprises generating an output to display ~~displaying~~ a first grid and
~~wherein displaying the second group of item identifiers comprises displaying~~ a
second grid, wherein the first grid is visually separated from the second grid
when displayed.

24.   (Currently Amended) The computer program product of claim 15,
further comprising program code, encoded on the computer-readable medium,
for:

        selecting a third group of item identifiers from the plurality of item
                identifiers, wherein the third group of item identifiers was
                obtained by a source different from direct receipt from a vendor
                feed and extraction from shopping documents and generating
                an output to display ~~displaying~~ at least one item identifier from

the third group in a visually distinct way from the at least one

item identifier from the first group and from the at least one item

identifier from the second group.

25.   (Currently Amended) A computer program product for outputting

item identifiers, comprising:

a computer-readable storage medium; and

computer program code, encoded on the computer-readable storage

medium, for:

receiving a search query;

identifying a plurality of item identifiers responsive to the search

query, wherein each item identifier is associated with an item

offered for sale and comprises information regarding the

item;

selecting a first group of item identifiers from the plurality of item

identifiers;

determining a first degree of certainty that each item identifier from

the first group of item identifiers has been correctly

associated with a respective item, wherein the first degree of

certainty is based at least in part on a first method of

obtaining the item identifiers in the first group;

selecting a second group of item identifiers from the plurality of item

identifiers;

determining a second degree of certainty that each item identifier

from the second group of item identifiers has been correctly

associated with a respective item, wherein the second

degree of certainty is based at least in part on a second

method of obtaining the item identifiers in the second group,

the second method comprising extraction of item identifiers

from shopping documents offering one or more items for

sale, the shopping document not received directly from a

vendor feed; and

generating an output to display ~~displaying~~ a representation of the

first degree of certainty[[,]] and a representation of the

second degree of certainty, ~~and~~ the representations

comprising a display of at least one item identifier from the

first group in a visually distinct way from at least one item

identifier from the second group.

26.   (Canceled)

27.   (Currently Amended) The computer program product of claim [[26]]
25, wherein the first method of obtaining the item identifiers in the first group
comprises receiving item identifier information from a vendor feed, the vendor
feed comprising information from at least one vendor offering one or more items
for sale.

28.   (Canceled)

29.   (Canceled).

30.   (Canceled).

31.   (Canceled).

32.   (Currently Amended) The method of claim 1, further comprising:

~~determining a degree of certainty that an item identifier has been~~

~~correctly associated with an item; and~~

generating an output to display ~~displaying~~ a representation of the

degree of certainty.

33.   (Currently Amended) The method of claim [[32]] 1, wherein the

degree of certainty is further based on a reliability measure of the information

received from the vendor feed.

34.   (Currently Amended) The method of claim [[32]] 1, wherein the

degree of certainty is further based on a reliability measure of the information

obtained through extraction of item identifiers from shopping documents.

35.   (Canceled)

36.   (Currently Amended) The method of claim 11, wherein the first degree of certainty is _further_ based on a reliability measure of the information received from a vendor feed.

37.   (Currently Amended) The method of claim 11, wherein the second degree of certainty is _further_ based on a reliability measure of the information obtained through extraction of item identifiers from shopping documents offering one or more items for sale, the shopping documents not received directly from a vendor feed.

38.   (Currently Amended) The method of claim 11, wherein the first degree of certainty is _further_ based on a determination of accuracy of the information provided for each item, the information obtained by one of extraction from shopping documents and receipt from a vendor feed.

39.   (Previously Presented) The method of claim 1, wherein the vendor feed comprises a data stream received from the at least one vendor.

40.   (Previously Presented) The method of claim 39, wherein the data stream includes data describing an attribute of an item offered for sale by the at least one vendor.

Reasons for Allowance

3.   Claims 1, 4, 5, 8-11, 13-15, 18, 19, 22-25, 27, 32-34, 36-40 are allowed.

4.   The following is a statement of reasons for the indication of allowable

subject matter:

The present invention is directed to methods and systems for output

search results wherein a search engine receive a search query, identify a first

group of item identifiers from the plurality of item identifiers, wherein the first

group of item identifiers was obtained by a first method, identifying a second

group of items from the plurality of item identifiers, wherein the second group of

item identifiers was obtained by a second method, and causing the output of all

or a plurality of the item identifiers, comprising providing a cue to distinguish

between the item identifiers from the first group and the item identifiers from the

second group.

Claim 1 recites, or similarly recites, in combination with the remaining

elements, a method, comprising:

> *determining a degree of certainty that an item identifier has been correctly associated*
>> *with an item, wherein the degree of certainty is based on a determination of*
>> *accuracy of the information received for each item, the accuracy*
>> *determination based at least in part on whether the information was received*
>> *from a vendor feed; and*
> *generating an output to display at least one item identifier from the first group in a*
>> *visually distinct way from at least one item identifier from the second group.*

The closest prior art, Manber et al. (U.S. Pub No. 20060143421), shows a

substantially similar methods for analyzing HTML formatted web pages to

automatically identify and extract desired information. In addition, Bailey

discloses a search engine with a web crawler program to assist users in locating web pages from which user-specified products can be purchased. Manber and Bailey, singularly or in combination, still fail to anticipate or render the above cited limitations obvious.

Claim 15 is a computer program product that is similar in scope of claim 1; therefore, claim 15 is patentable under the same reasons as provided in claim 1.

Claim 11 recites, or similarly recites, in combination with the remaining elements, a method, comprising:

> determining a second degree of certainty that each item identifier from the second group of item identifiers has been correctly associated with a respective item, wherein the second degree of certainty is based at least in part on a second method of obtaining the item identifiers in the second group, the second method comprising extraction of item identifiers from shopping documents offering one or more items for sale, the shopping document not received directly from a vendor feed; and
>
> generating an output to display a representation of the first degree of certainty and a representation of the second degree of certainty, the representations comprising a display of at least one item identifier from the first group in a visually distinct way from at least one item identifier from the second group.

   Claim 25 is a computer program product that is similar in scope of claim

11; therefore, claim 25 is patentable under the same reasons as provided in

claim 11.

5.   Any comments considered necessary by applicant must be submitted no

later than the payment of the issue fee and, to avoid processing delays, should

preferably accompany the issue fee. Such submissions should be clearly labeled

"Comments on Statement of Reasons for Allowance".

Conclusion

6.   Any inquiry concerning this communication or earlier communications from
the examiner should be directed to Miranda Le whose telephone number is (571)
272-4112. The examiner can normally be reached on Monday through Friday
from 10:00 AM to 6:00 PM.
       If attempts to reach the examiner by telephone are unsuccessful, the
examiner's supervisor, James K. Trujillo, can be reached at (571) 272-3677. The
fax number to this Art Unit is (571)-273-8300.

       Any inquiry of a general nature or relating to the status of this application
should be directed to the Group receptionist whose telephone number is (571)
272-2100.
       Information regarding the status of an application may be obtained from
the Patent Application Information Retrieval (PAIR) system. Status information
for published applications may be obtained from either Private PAIR or Public
PAIR. Status information for unpublished applications is available through
Private PAIR only. For more information about the PAIR system, see <http://pair-
direct.uspto.gov>. Should you have questions on access to the Private PAIR
system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-
free).

/Miranda Le/

Primary Examiner, Art Unit 2159